

**MANSFIELD DOWNTOWN PARTNERSHIP  
BUSINESS DEVELOPMENT AND RETENTION COMMITTEE**

**April 10, 2014**

**5:00 PM**

**Mansfield Downtown Partnership Office  
23 Royce Circle**

**MINUTES**

Present: Steve Rogers (Chair), Roger Adams, Rene Schein

Staff: Cynthia van Zelm

Guest: Howard Kaufman with LeylandAlliance (by phone)

**1. Call to Order**

Steve Rogers called the meeting to order at 5:10 pm.

**2. Public Comment**

There was no public comment.

**3. Approval of Minutes from November 14, 2013 and January 16, 2014**

There was no quorum to approve the minutes.

**4. Tenant Issues**

Rene Schein, owner of Storrs Automotive, said she would like more information on what the CAM (Common Area Maintenance) charges cover. She also wanted to know the effect of a new landlord on the commercial tenants in Phase 1A. Mr. Rogers said Subway had received a similar CAM reconciliation letter as Ms. Schein. He agreed that the landlord needs to be approached about providing as much detail on CAM and other charges as possible but that it may be more of a tenant/landlord issue than a Committee issue.

Mr. Rogers said that he would speak with Howard Kaufman of LeylandAlliance about these concerns.

**5. Recommendation of Committee Member**

Roger Adams said he was on the Committee because as Executive Director of The Chamber of Commerce – Windham Region, he had a strong relationship with the business community. With his retirement, it makes sense for someone else from the Chamber to serve on the Committee.

Ms. Schein and Mr. Rogers thought it would be a good idea to try and get more Storrs Center businesses to serve on the Committee. He asked Cynthia van Zelm to send the contact e-mails for the Storrs Center businesses to him and he will follow-up.

## **6. Coordination with Town's Economic Development Commission**

Mr. Rogers said he met with John McGuire from the Town's Economic Development Commission who is conducting business visits as part of the Commission's mission to gain feedback on business climate. At some point, the Commission may be visiting with Storrs Center businesses.

## **7. Marketing of Mansfield and Downtown**

Ms. van Zelm said the Town Manager Matt Hart had expressed interest in celebrating and acknowledging the accomplishments of the UConn sports teams. Banners or other signage might be an effective tool. In addition, if the first few rounds of the women's NCAA basketball tournament is here there could be other ways to promote this. He thought there might be more opportunities once the town square is built. Ms. van Zelm repeated what she told Mr. Hart about the Partnership reaching out to the businesses to make them aware of the tournament and how it might affect their businesses. Mr. Rogers agreed that the influx of people into Mansfield helps with retail and restaurants.

## **7. Adjourn**

The meeting adjourned at 6:00 pm. The Committee will not meet in May but there may be e-mail correspondence between meetings.